H A V E A C A M E L

The happiest words in the world

A SAYING becomes universally popular if its expression recalls an experience of pleasure. "Have a Camel!" are the three happiest smoke words ever uttered because no other cigarette ever gave the world so much enjoyment. To millions of experienced smokers, Camels are contentment realized.

Camel has become the most popular smoke of all time because of quality. Camels contain the choicest Turkish and Domestic tobaccos that nature grows. Then these superb tobaccos are given a blending that can be found in no other cigarette. The largest tobacco organization in the world puts its all and its best into Camels. You could smoke, end to end, a mile of Camels—they will never tire the taste, never leave a cigaretty after-taste.

We invite you now to introduce yourself to the finest made.

Millions of friendly voices are calling you to the mildest, mellowest fragrance that ever came from a cigarette. Once you know what they mean, no words can compare with

"Have a Camel!"

R. J. REYNOLDS TOBACCO COMPANY, WINSTON-SALEM, N. C.

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